DOCUMENT RESUME

ED 463 407 CE 082 492

TITLE	Marketing Technology. FasTrak Specialization Integrated Technical and Academic Competency (ITAC). Revised.
INSTITUTION	Ohio State Dept. of Education, Columbus. Div. of Career-Technical and Adult Education.
PUB DATE	2001-09-14
NOTE	20p.; For other FasTrak ITACs, see ED 457 412 and ED 458 376-383. Small type may not reproduce well.
AVAILABLE FROM	For full text: http://www.ode.state.oh.us/ctae/teacher/fastrak/list.asp.
PUB TYPE	Guides - Non-Classroom (055)
EDRS PRICE	MF01/PC01 Plus Postage.
DESCRIPTORS	Academic Standards; Adult Education; Advertising; Business Administration; *Business Education; Career Development; Communication Skills; Competence; *Competency Based Education; Distributive Education; Economics; Employment Potential; *Employment Qualifications; Entrepreneurship; Ethics; Information Management; Information Technology; Integrated Curriculum; Interpersonal Competence; *Job Skills; Law Related Education; Laws; Marketing; Merchandising; Money Management; Occupational Clusters; Postsecondary Education; Professional Development; Salesmanship; Secondary Education; *Statewide Planning; Technology Education
IDENTIFIERS	Business Law; *Marketing Education; *Ohio

ABSTRACT

This document presents the Ohio Integrated Technical and Academic Competency profile for marketing technology. The profile is to serve as the basis for curriculum development in Ohio's secondary, adult, and postsecondary programs. The profile includes a comprehensive listing of 580 specialty and foundation key indicators for evaluating mastery of 78 competencies in the following 13 areas: economics; communication and interpersonal skills; business law and ethics; professional development; business, management, and entrepreneurship; functions of marketing distribution; finance; marketing information management; pricing; product/service management; promotion; selling; and business-related technology skills. The competency lists are the result of all-encompassing research and review of existing competency profile lists and include input from industry, labor, professional organizations, professional representation, and national standards. The occupational skill competencies presented reflect the job opportunities and skills required to work in the marketing technology profession/career pathway. Critical academic, employability, and information technology skills have been integrated throughout the list to support the technical skills presented. The competencies are organized so that they can be clustered or grouped in a modular approach and used as the basis for curriculum development in Ohio's secondary, adult, and postsecondary programs. A brief overview of the marketing technology field is included. (MN)

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Marketing Technology
FasTrak Specialization Integrated Technical and Academic Competency (ITAC)
Revised

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Acknowledgements

Overview

36.01.00.0	Economics
36.02.00.0	Communication and Interpersonal Skills
36.03.00.0	Business Law and Ethics
36.04.00.0	Professional Development
36.05.00.0	Business, Management, and Entrepreneurship
36.06.00.0	Functions of Marketing Distribution
36.07.00.0	Finance
36.08.00.0	Marketing-Information Management
36.09.00.0	Pricing
36.10.00.0	Product/Service Management
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36.12.00.0	Selling
36.13.00.0	Related Business Skills: Technology

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Introduction to the Specialization ITAC

Revised 2001

The Ohio Integrated Technical and Academic Competency (ITAC) profiles are developed under the auspices of the Ohio Department of Education and the Ohio State Board of Education. They provide a broad-based educational response to Ohio's need for a skilled workforce. Each Specialization ITAC represents a profile of the professional or occupational competencies deemed essential for a graduate to perform proficiently when he or she graduates from the specialization workforce development programs in Business and Marketing, Industrial and Engineering Systems, Health Occupations, or Family and Consumer Sciences. The Specialization ITAC profile, in conjunction with the competencies identified in the Foundation and Clusters ITACs, provide a career pathway that can lead to employment or further education.

Process and Intent

The integrated competency lists are the result of all encompassing research and review of existing competency profile lists and includes input from industry, labor, professional organizations, professional and industrial representation, and national standards for a specific industry/profession. Representatives from a broad cross-section of Ohio professional organizations, businesses/professions, industry, and labor played a critical role in identifying current and future knowledge and skills for the industry, and defining the vision and scope of the profession/industry. The instructional methods and teaching strategies are the responsibility of the local school system and/or instructor.

Curriculum Applications Using the ITAC Competency Profiles

Each profile includes a comprehensive listing of occupational skill competencies that reflect the job opportunities and skills that are required to work in a specific profession/career pathway. Critical academic, employability and information technology skills have been integrated throughout the list to support the technical skills. These competency profiles will be used as the basis for curriculum development in Ohio's secondary, adult, and post-secondary programs. The specialization competency profiles are organized so that they can be clustered or grouped in a modular approach. Individual curriculum specialists can use the competencies profiles to develop instructional programs based on local needs as determined in conjunction with their local advisory committees. I.e., the specialization cluster academy approach. Final assessments will be designed to accompany each profile list and to accommodate student evaluation by modules.

Career Pathways | FasTrak ITACs

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Acknowledgements
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Office of Career-Technical and Adult Education
2001 Revision

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URL:http://www.ode.state.oh.us/ctae/teacher/fastrak/marketing/overview.asp

Overview

Marketing Technology

When you go online to shop, you read product information written by a marketing specialist. Every time a new product is introduced by a business, marketing researchers have helped make the decision to develop it. Even the prices you pay for products and services are based on marketing decisions. Many people mistakenly believe that marketing is mostly about selling. But selling is only one function of marketing, and it is not the most important one necessarily. Marketing involves the identification of consumer needs, development of appropriate products, determination of best pricing, selection of the best storage, shipping, and other distribution processes, and the implementation of a variety of promotion strategies.

Careers in marketing are quite extensive and varied and include opportunities for people with varying educational and work experience. Job titles vary in the industry, but they include product manager, e-marketing director, packaging specialist, marketing researcher, business forecaster, media planner, and many others.

The *Ohio Occupational Employment Projections* Report, 1998-2008, indicates that marketing and sales positions will grow by 12.9% from 1998 to 2008. This growth rate ranks second across major occupational groups. The *Occupational Outlook Handbook* indicates that employment of advertising, marketing, promotions, public relations, and sales managers is expected to increase faster than the average for all occupations through 2010.

Marketing skills are needed in every business across all industries. Individuals interested in pursuing marketing careers will find exciting, diverse opportunities for success.

36.00.00.0 Marketing Technology

36.01.00.0 Economics

36.01.01.0 Apply basic economic concepts

Key Indicators-Foundation:

36.01.01.01 Distinguish between economic goods and services
36.01.01.02 Analyze the functions of money
36.01.01.03 Explain the concept of economic resources
36.01.01.04 Describe the nature of economics and economic activities
36.01.01.05 Determine forms of economic utility created by marketing activities
36.01.01.06 Explain the principles of supply and demand
36.01.01.07 Describe the concept of price
36.01.01.08 Apply the concept of opportunity cost to given business situations

36.01.02.0 Explain economic Systems

Key Indicators-Specialty:

36.01.02.01 Explain the concept of private enterprise
36.01.02.02 Identify factors affecting a business's profit
36.01.02.03 Determine factors affecting business risk

Key Indicators-Foundation:

36.01.02.04 Explain the types of economic systems
36.01.02.05 Determine the relationship between government and business
36.01.02.06 Explain the concept of competition

36.01.03.0 Analyze cost-profit relationships

Key Indicators-Specialty:

36.01.03.01 Explain the concept of productivity
36.01.03.02 Analyze the impact of labor on productivity
36.01.03.03 Explain the concept of organized labor and business
36.01.03.04 Explain the law of diminishing returns

36.01.04.0 Explain economic indicators/trends

Key Indicators-Specialty:

36.01.04.01 Explain measures used to analyze economic conditions
36.01.04.02 Explain the nature of the Consumer Price Index
36.01.04.03 Explain the concept of Gross Domestic Product

Key Indicators-Foundation:

36.01.04.04 Identify types of business enterprises and trends affecting them
36.01.04.05 Analyze influences on trends and issues in business and management
36.01.04.06 Analyze historical, social, and political factors affecting trends and issues in business and management
36.01.04.07 Determine the impact of business cycles on business activities
36.01.04.08 Describe the nature of current/past economic problems
36.01.04.09 Identify leading/lagging indicators

36.01.05.0 Evaluate global economic concepts

Key Indicators-Specialty:

36.01.05.01 Explain the nature of global trade
36.01.05.02 Assess the impact of cultural, political and social environments on world trade
36.01.05.03 Evaluate influences on a nation's ability to trade

Key Indicators-Foundation:

36.01.05.04 Identify barriers to global trade
36.01.05.05 Identify forms of global business activities
36.01.05.06 Examine efforts being made to develop a global economy

36.02.00.0 Communication and Interpersonal Skills

36.02.01.0 Apply fundamentals of communication

Key Indicators-Foundation:

36.02.01.01 Explain the nature of effective communications
36.02.01.02 Apply effective listening skills
36.02.01.03 Use proper grammar and vocabulary
36.02.01.04 Reinforce service orientation through communication
36.02.01.05 Explain the nature of effective verbal communications
36.02.01.06 Address people properly
36.02.01.07 Handle telephone calls in a business-like manner
36.02.01.08 Persuade others
36.02.01.09 Make oral presentations
36.02.01.10 Explain the nature of written communications
36.02.01.11 Write business letters
36.02.01.12 Write informational messages
36.02.01.13 Write inquiries
36.02.01.14 Write persuasive messages
36.02.01.15 Use communication technologies/systems
36.02.01.16 Develop negotiation skills
36.02.01.17 Proofread written communications

Key Indicators-Foundation:

36.02.01.18 Prepare simple written reports using various formats (e.g., letters, thank-you notes, acknowledgments, transcripts, memorandums)
36.02.01.19 Prepare complex written reports (e.g., research, analysis, legal)

36.02.02.0 Communicate using telecommunications tools

Key Indicators-Specialty:

36.02.02.01 Use internet/intranet systems
36.02.02.02 Identify company policies regarding use of telecommunication tools (e.g., telephones, answering machine, fax, voice mail, e-mail, teleconferencing systems, internet access and usage)

Key Indicators-Foundation:

36.02.02.03 Operate telecommunications equipment in accordance with company policy
36.02.02.04 Communicate via telephones, voice mail, e-mail, FAX, teleconferencing systems
36.02.02.05 Maintain up-to-date status with new and emerging communication technologies
36.02.02.06 Record complete and accurate telephone messages
36.02.02.07 Transmit complete and accurate telephone messages
36.02.02.08 Follow established communication etiquette

36.02.03.0 Apply staff communications

36.02.03.01 Follow directions
36.02.03.02 Explain nature of staff communication
36.02.03.03 Explain the use of interdepartmental/company communications
36.02.03.04 Give directions for completing job tasks
36.02.03.05 Conduct staff meetings

36.02.04.0 Apply group-working relationships

Key Indicators-Specialty:

36.02.04.01 Develop cultural sensitivity
36.02.04.02 Foster positive working relationships
36.02.04.03 Participate as a team member
36.02.04.04 Demonstrate respect of diversity in the workplace
36.02.04.05 Demonstrate flexibility in the workplace
36.02.04.06 Treat others fairly in the workplace

Key Indicators-Foundation:

36.02.04.07 Provide needed information to customers and coworkers in a considerate, respectful, and timely manner
36.02.04.08 Project a professional business image (e.g., appearance, voice, grammar, word usage, enunciation, nonverbal communication)
36.02.04.09 Identify essential skills and strategies for working with organizations and groups
36.02.04.10 Identify roles of formal and informal groups within organizations
36.02.04.11 Demonstrate business professionalism through the use of appropriate manners in accordance with established protocol and company policies

36.02.05.0 Develop customer relationships

36.02.05.01 Explain the nature of positive customer/client relations
36.02.05.02 Demonstrate a customer-service mindset
36.02.05.03 Handle customer inquiries
36.02.05.04 Explain communications tools and their impact on customer relationships

36.02.06.0 Build customer service

Key Indicators-Foundation:

36.02.06.01 Identify organization's products and services
36.02.06.02 Recognize the importance of all customers to the business
36.02.06.03 Identify internal and external customers
36.02.06.04 Determine customer's individual needs
36.02.06.05 Interact with customers in a professional manner (e.g., prompt, friendly, courteous, helpful, knowledgeable, understandable)
36.02.06.06 Follow through on commitments made to customers (e.g., special orders, delivery specifications, new items)
36.02.06.07 Communicate business policies to customers
36.02.06.08 Handle merchandise returns in accordance with customer service policy
36.02.06.09 Handle customer complaints in accordance with customer service policy
36.02.06.10 Facilitate customer service through the maintenance of key information systems
36.02.06.11 Maintain customer base

36.02.07.0 Deal with conflict

Key Indicators-Specialty:

36.02.07.01 Show empathy and respect for others
36.02.07.02 Use appropriate assertiveness
36.02.07.03 Demonstrate problem-solving skills
36.02.07.04 Demonstrate negotiation skills
36.02.07.05 Handle difficult customers
36.02.07.06 Interpret business policies to customers/clients
36.02.07.07 Handle customer/client complaints
36.02.07.08 Handle situation when the customer is at fault
36.02.07.09 Explain the nature of organizational change
36.02.07.10 Describe the nature of organizational conflict
36.02.07.11 Explain the nature of stress management

36.03.00.0 Business Law and Ethics

36.03.01.0 Evaluate the relationship between law and business

Key Indicators-Foundation:

36.03.01.01 Analyze the relationship between ethics and the law
36.03.01.02 Identify the impact civil and criminal laws may have on specific business elements and practices
36.03.01.03 Identify the impact laws of various jurisdictions may have on specific business elements or operations
36.03.01.04 Demonstrate knowledge of contract law

36.03.02.0 Evaluate issues related to leadership and managerial ethics

36.03.02.01 Investigate the nature of leadership and managerial ethics
36.03.02.02 Research the history of leadership and management theory
36.03.02.03 Analyze current issues in leadership and management ethics
36.03.02.04 Identify the impact that various employment and social laws may have on leading and managing a business

36.03.03.0 Analyze ethical business behavior

Key Indicators-Foundation:

36.03.03.01 Analyze current trends in computer and business ethics
36.03.03.02 Identify various types of ethical and unethical business practices
36.03.03.03 Interpret codes of ethics for given businesses
36.03.03.04 Identify potential consequences of unethical business practices

36.03.04.0 Evaluate issues related to employee ethics

Key Indicators-Foundation:

36.03.04.01 Analyze current issues in employee ethics
36.03.04.02 Identify types of ethical employee behaviors
36.03.04.03 Identify ethics established by business for entry-level employees
36.03.04.04 Identify unethical behaviors
36.03.04.05 Identify potential consequences of unethical behaviors

36.03.05.0 Describe ethics in communication

Key Indicators-Specialty:

36.03.05.01 Respect the privacy of others
36.03.05.02 Describe ethical considerations in obtaining, providing, and receiving information across communication channels

36.04.00.0 Professional Development

36.04.01.0 Demonstrate self-understanding

Key Indicators-Specialty:

36.04.01.01 Identify desirable personality traits important to business
36.04.01.02 Maintain appropriate personal appearance
36.04.01.03 Maintain positive attitude
36.04.01.04 Demonstrate interest and enthusiasm
36.04.01.05 Demonstrate responsible behavior
36.04.01.06 Demonstrate honesty and integrity
36.04.01.07 Recognize personal biases and stereotypes
36.04.01.08 Demonstrate ethical work habits
36.04.01.09 Demonstrate orderly and systematic behavior
36.04.01.10 Demonstrate initiative
36.04.01.11 Demonstrate self-control
36.04.01.12 Demonstrate appropriate creativity
36.04.01.13 Be punctual
36.04.01.14 Demonstrate flexibility in meeting deadlines

36.04.02.0 Apply self-development

Key Indicators-Specialty:

36.04.02.01 Assess personal interests and skills needed for success in business
36.04.02.02 Explain the concept of self-esteem
36.04.02.03 Use feedback for personal growth
36.04.02.04 Adjust to change
36.04.02.05 Make decisions
36.04.02.06 Set personal goals
36.04.02.07 Use time-management principles
36.04.02.08 Seek a mentor

36.04.03.0 Apply analytical skills in business operations

Key Indicators-Foundation:

36.04.03.01 Determine what information is needed to solve problems and make decisions
36.04.03.02 Determine whether information is sufficient, insufficient, or extraneous when solving business problems
36.04.03.03 Interpret data needed to solve problems and make decisions
36.04.03.04 Apply information from tables, charts, and graphs to problem solving, and decision-making
36.04.03.05 Interpret work flow and organizational charts
36.04.03.06 Apply logic skills to business decisions

36.04.04.0 Apply mathematics skills in business operations

Key Indicators-Foundation:

36.04.04.01 Use algebraic equations to solve unknowns
36.04.04.02 Apply number relations (e.g., greater than, less than, equal)
36.04.04.03 Interpret measurement (e.g., weight, capacity, length, area, volume)
36.04.04.04 Calculate break-even sales
36.04.04.05 Calculate discounts and due dates
36.04.04.06 Calculate percentages
36.04.04.07 Make estimates based on given data (e.g., time, financial, inventory)
36.04.04.08 Prove financial data (e.g., checkbooks, cash drawers, accounting forms)
36.04.04.09 Apply keyboarding and 10-key skills
36.04.04.10 Make change

36.04.05.0 Explain career planning

Key Indicators-Specialty:

36.04.05.01 Analyze employer expectations in the business environment
36.04.05.02 Analyze trends and issues in business affecting potential careers
36.04.05.03 Explain the rights of workers
36.04.05.04 Identify sources of career information

Key-Indicators-Foundation:

36.04.05.05 Identify tentative occupational interest
36.04.05.06 Explain employment opportunities in marketing
36.04.05.07 Explain employment opportunities in business
36.04.05.08 Research projected growth and availability of various business and management careers

36.04.06.0 Manage professional career

Key Indicators-Specialty:

36.04.06.01 Develop skills and characteristics wanted by marketing employers
36.04.06.02 Identify possible advancement patterns in business careers
36.04.06.03 Develop personal/professional goals
36.04.06.04 Monitor progress toward personal goals
36.04.06.05 Plan for career growth, both nationally and internationally
36.04.06.06 Identify the steps to follow in leaving a business position

36.04.07.0 Apply job-seeking skills

Key Indicators-Specialty:

36.04.07.01 Utilize job-search strategies
36.04.07.02 Prepare documentation needed for obtaining a position
36.04.07.03 Write a letter of application
36.04.07.04 Prepare a résumé
36.04.07.05 Dress appropriately for job interview
36.04.07.06 Complete a job application
36.04.07.07 Interview for a job
36.04.07.08 Write a follow-up letter after job interviews
36.04.07.09 Post employment data on the Internet

36.04.08.0 Utilize continuing development activities

Key Indicators-Specialty:

36.04.08.01 Participate in work experiences (e.g., volunteer activities, internships, job-shadowing)
36.04.08.02 Explain possible advancement patterns for jobs
36.04.08.03 Identify skills needed to enhance career progression
36.04.08.04 Use networking techniques for professional growth

Key Indicators-Foundation:

36.04.08.05 Explain the need for ongoing education as a worker
36.04.08.06 Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors)

36.05.00.0 Business, Management, and Entrepreneurship

36.05.01.0 Explain business fundamentals

Key Indicators-Specialty:

36.05.01.01 Explain the role of business in society
36.05.01.02 Explain marketing and its importance in a global economy
36.05.01.03 Describe sales functions and related activities
36.05.01.04 Describe marketing functions and related activities
36.05.01.05 Explain the concept of production
36.05.01.06 Describe crucial elements of a quality culture
36.05.01.07 Describe the role of management in the achievement of quality
36.05.01.08 Explain the nature of managerial ethics
36.05.01.09 Explain types of business ownership
36.05.01.10 Describe current business trends
36.05.01.11 Differentiate between the concepts of management and leadership

Key Indicators-Foundation:

36.05.01.12 Identify types of business ownership and the characteristics of each
36.05.01.13 Identify advantages and disadvantages of various types of business ownership
36.05.01.14 Identify areas of management (e.g., human resources, financial, facility, inventory, information systems, logistics, accounting, marketing, and sales) and their relationship to business functions
36.05.01.15 Identify the functions of management
36.05.01.16 Identify management levels and their role in the organization

36.05.02.0 Analyze purchasing functions

Key Indicators-Specialty:

36.05.02.01 Explain the nature and scope of purchasing
36.05.02.02 Explain company buying/purchasing policies
36.05.02.03 Explain the nature of the buying process
36.05.02.04 Explain the nature of buyer reputation/vendor relationships
36.05.02.05 Qualify vendors
36.05.02.06 Conduct bidding process
36.05.02.07 Choose vendors
36.05.02.08 Negotiate contracts with vendors
36.05.02.09 Review performance of vendors

36.05.03.0 Analyze accounting functions

Key Indicators-Specialty:

36.05.03.01 Calculate net sales
36.05.03.02 Describe nature of cash flow statements
36.05.03.03 Prepare financial statements
36.05.03.04 Prepare cash flow statements
36.05.03.05 Evaluate balance sheets
36.05.03.06 Describe nature of business records
36.05.03.07 Prepare budgets
36.05.03.08 Analyze cash-flow patterns
36.05.03.09 Calculate financial ratios
36.05.03.10 Interpret financial statements
36.05.03.11 Evaluate profit-and-loss statements

Key Indicators-Foundation:

36.05.03.12 Explain the concept of basic accounting functions
36.05.03.13 Apply accepted accounting principles and procedures in business operations
36.05.03.14 Employ computer accounting applications
36.05.03.15 Prepare profit-and-loss statements
36.05.03.16 Interpret inventory control system data
36.05.03.17 Analyze financial reports
36.05.03.18 Evaluate cost-profit relationships
36.05.03.19 Identify the components of a financial plan

36.05.04.0 Perform banking functions*

Key Indicators-Specialty:

36.05.04.01 Perform e-commerce banking functions

Key Indicators-Foundation:

36.05.04.02 Maintain a checkbook with proper reconciliation
36.05.04.03 Complete bank deposits/records

36.05.05.0 Explain general business risk issues

Key Indicators-Specialty:

36.05.05.01 Explain types of business risk
36.05.05.02 Identify speculative business risks
36.05.05.03 Explain routine security precautions
36.05.05.04 Develop strategies to protect digital data
36.05.05.05 Explain nature of risk management
36.05.05.06 Explain liability issues
36.05.05.07 Analyze public relations risks

36.05.06.0 Explain financial risks

Key Indicators-Specialty:

36.05.06.01 Describe the concept of insurance
36.05.06.02 Obtain insurance coverage
36.05.06.03 Settle insurance losses
36.05.06.04 Establish policies/procedures for preventing internal theft
36.05.06.05 Follow policies and procedures for preventing vendor theft
36.05.06.06 Follow procedures for preventing burglary
36.05.06.07 Inspect currency for counterfeit bills, check authenticity, credit card fraud, smart card fraud, check card fraud, electronic currency fraud
36.05.06.08 Evaluate financial status of a client
36.05.06.09 Establish credit terms and limits
36.05.06.10 Manage a product / service contact

36.05.07.0 Explain safety risks

Key Indicators-Specialty:

36.05.07.01 Explain routine security precautions
36.05.07.02 Follow safety precautions
36.05.07.03 Follow procedures for handling accidents
36.05.07.04 Follow procedures for dealing with workplace threats
36.05.07.05 Correct hazardous conditions
36.05.07.06 Establish fire-prevention program
36.05.07.07 Establish safety policies and procedures

36.05.08.0 Explain business regulation

Key Indicators-Specialty:

36.05.08.01 Describe legal issues affecting businesses
36.05.08.02 Describe nature of legally binding contracts
36.05.08.03 Explain nature of personnel regulations
36.05.08.04 Explain nature of workplace regulations
36.05.08.05 Explain nature of trade regulations
36.05.08.06 Explain nature of environmental regulations
36.05.08.07 Explain nature of tax regulations on business
36.05.08.08 Explain nature of businesses' reporting requirements

36.05.09.0 Follow human resources policies

Key Indicators-Specialty:

36.05.09.01 Describe ethics in personnel issues
36.05.09.02 Plan/organize the work efforts of others
36.05.09.03 Schedule employees
36.05.09.04 Delegate responsibility for job tasks
36.05.09.05 Explain standards for job performance
36.05.09.06 Establish goals based on standards
36.05.09.07 Develop job descriptions
36.05.09.08 Follow personnel policies
36.05.09.09 Explain nature of wage and benefit programs
36.05.09.10 Recognize chain of command
36.05.09.11 Collect data for implementation of compensation plan

36.05.10.0 Perform staffing functions

Key Indicators-Specialty:

36.05.10.01 Determine hiring needs
36.05.10.02 Recruit new employees
36.05.10.03 Select new employees
36.05.10.04 Conduct exit interviews
36.05.10.05 Dismiss/fire employees
36.05.10.06 Maintain employee records
36.05.10.07 Manage employees
36.05.10.08 Identify legal issues impacting staffing functions

Key Indicators-Foundation:

36.05.10.09 Calculate payrolls
36.05.10.10 Identify the kinds of rewards, incentives, and motivators people seek at work
36.05.10.11 Identify the role of performance evaluations

36.05.11.0 Explain leadership functions

Key Indicators-Specialty:

36.05.11.01 Orient new employees
36.05.11.02 Explain management's role in orienting new employees
36.05.11.03 Explain the role of training and human resource development
36.05.11.04 Explain the nature of management/supervisory training
36.05.11.05 Conduct training class/program
36.05.11.06 Explain the nature of leadership in an organization
36.05.11.07 Identify methods to build employee morale
36.05.11.08 Explain the concept of staff motivation
36.05.11.09 Explain the relationship between communication and employee attitude
36.05.11.10 Explain the concept of employee participation in decision-making
36.05.11.11 Provide feedback regarding work efforts
36.05.11.12 Encourage team building
36.05.11.13 Handle employee complaints and grievances
36.05.11.14 Ensure equitable opportunities for employees
36.05.11.15 Assess employee morale
36.05.11.16 Assess employee performance
36.05.11.17 Explain the nature of remedial action
36.05.11.18 Conduct meetings

36.05.12.0 Use controlling functions

Key Indicators-Specialty:

36.05.12.01 Explain the nature of overhead/operating costs
36.05.12.02 Explain employee's role in expense control
36.05.12.03 Control use of supplies
36.05.12.04 Describe the nature of managerial control (e.g., control process, types of control, what is controlled)
36.05.12.05 Identify routine activities for maintaining business facilities and equipment
36.05.12.06 Plan maintenance program
36.05.12.07 Negotiate service and maintenance contracts
36.05.12.08 Negotiate lease or purchase of facility
36.05.12.09 Explain the nature of operating budgets
36.05.12.10 Develop a company budget
36.05.12.11 Use budgets to control operations
36.05.12.12 Develop expense-control plans
36.05.12.13 Analyze operating results in relation to budget/industry

36.05.13.0 Develop planning skills

Key Indicators-Specialty:

36.05.13.01 Develop project plans
36.05.13.02 Determine technical assistance needed by business owners
36.05.13.03 Develop company objectives for a strategic business unit
36.05.13.04 Develop strategies to achieve company goals/objectives
36.05.13.05 Explain external planning considerations
36.05.13.06 Identify assumptions for creating projected cash-flow statements
36.05.13.07 Identify assumptions for creating projected profit-and-loss statements (for a new business)
36.05.13.08 Develop business plan

Key Indicators-Foundation:

36.05.13.09 Explain the nature/parts of business plans
36.05.13.10 Identify the relationship between the business plan and the business organization

36.05.14.0 Explain basic e-commerce concepts

Key Indicators-Specialty:

36.05.14.01 Define e-commerce concepts
36.05.14.02 Describe the components of e-commerce (e.g., 'front-end', 'back-end')
36.05.14.03 Explain how e-commerce is similar to, and different from traditional commerce
36.05.14.04 Explain history and development of e-commerce
36.05.14.05 Discuss the global impact of e-commerce
36.05.14.06 Explain the scope of e-commerce and how it relates to business practices
36.05.14.07 Explain how e-commerce relates to e-business and e-terminology
36.05.14.08 Describe the impact of wireless e-commerce
36.05.14.09 Describe the impact of emerging technologies
36.05.14.10 Explain business-to-business e-commerce
36.05.14.11 Explain business-to-consumer e-commerce
36.05.14.12 Explain consumer-to-consumer e-commerce
36.05.14.13 Describe the impact of e-commerce on business and society
36.05.14.14 Analyze the impact of timing of implementation by industry
36.05.14.15 Explain permission marketing

36.06.00.0 Functions of Marketing Distribution

36.06.01.0 Explain the nature and scope of distribution

Key Indicators-Specialty:

36.06.01.01 Explain the nature and scope of distribution
36.06.01.02 Explain the nature of channels of distribution
36.06.01.03 Describe the use of technology in the distribution function
36.06.01.04 Explain legal considerations in distribution
36.06.01.05 Describe ethical considerations in distribution
36.06.01.06 Explain supply chain management

36.06.02.0 Use order fulfillment

Key Indicators-Specialty:

36.06.02.01 Explain the relationship between customer service and distribution
36.06.02.02 Prepare invoices
36.06.02.03 Use an information system for order fulfillment

36.06.03.0 Explain warehousing/stock handling

Key Indicators-Specialty:

36.06.03.01 Explain receiving processes
36.06.03.02 Explain shipping processes
36.06.03.03 Explain storing considerations
36.06.03.04 Explain the nature of warehousing

36.06.04.0 Coordinate management of distribution

Key Indicators-Specialty:

36.06.04.01 Coordinate distribution with other marketing activities
36.06.04.02 Explain the nature of channel-member relationships
36.06.04.03 Explain the nature of channel strategies
36.06.04.04 Select channels of distribution
36.06.04.05 Evaluate channel members

36.06.05.0 Perform shipping and mailing functions

Key Indicators-Foundation:

36.06.05.01 Identify various classes of shipments and mail
36.06.05.02 Sort/distribute shipments and mail
36.06.05.03 Identify requirements for shipping/mail (e.g., package, domestic, international)
36.06.05.04 Select shipment method appropriate for shipping/mail needs

36.07.00.0 Finance

36.07.01.0 Explain the nature and scope of financing

Key Indicators-Specialty:

36.07.01.01 Explain the nature and scope of financing
36.07.01.02 Describe the use of technology in the financing function
36.07.01.03 Analyze critical banking relationships

36.07.02.0 Use the principles of extending credit

Key Indicators-Specialty:

36.07.02.01 Explain the purposes and importance of credit
36.07.02.02 Follow company policy regarding methods of payment

Key Indicators-Foundation:

36.07.02.03 Analyze the differences in the uses of credit cards, debit cards, installment loans, term loans and commercial loans
36.07.02.04 Calculate the cost of accepting credit cards
36.07.02.05 Determine the factors involved in issuing credit
36.07.02.06 Identify the components of credit reports

36.07.03.0 Obtain business credit

Key Indicators-Specialty:

36.07.03.01 Explain the purpose and importance of obtaining business credit
36.07.03.02 Identify risks associated with obtaining business credit
36.07.03.03 Describe sources of financing for businesses
36.07.03.04 Explain loan evaluation criteria used by lending institutions
36.07.03.05 Determine financing needed for business operations
36.07.03.06 Determine financing needed to start a business
36.07.03.07 Complete loan application package

36.08.00.0 Marketing-Information Management

36.08.01.0 Explain the nature and scope of marketing information management

Key Indicators-Specialty:

36.08.01.01 Describe the need for marketing information
36.08.01.02 Assess marketing-information needs
36.08.01.03 Explain the nature and scope of the marketing-information management function
36.08.01.04 Explain the role of ethics in marketing-information management
36.08.01.05 Describe the use of technology in the marketing-information management function

36.08.02.0 Complete a comprehensive marketing information management system

Key Indicators-Specialty:

36.08.02.01 Plan marketing information management system
36.08.02.02 Design measurement criteria
36.08.02.03 Implement the system
36.08.02.04 Evaluate the systems performance
36.08.02.05 Adjust the system, if necessary

36.08.03.0 Conduct information gathering

Key Indicators-Specialty:

36.08.03.01 Identify information monitored for marketing decision-making
36.08.03.02 Search the Internet for marketing information
36.08.03.03 Monitor internal records for marketing information
36.08.03.04 Collect marketing information from others (e.g., customers, staff, vendors)
36.08.03.05 Conduct a benchmarking study (e.g., competitive analysis, historic analysis, current trends)
36.08.03.06 Explain the nature of marketing research in a marketing-information management system
36.08.03.07 Explain types of marketing research
36.08.03.08 Write research reports
36.08.03.09 Explain types of user research
36.08.03.10 Conduct primary/secondary research
36.08.03.11 Analyze results
36.08.03.12 Explain the concept of data mining
36.08.03.13 Explain the levels of data warehousing (e.g., data warehouse, data mart, data store)

36.08.04.0 Process information

Key Indicators-Specialty:

36.08.04.01 Describe techniques for processing marketing information
36.08.04.02 Design a database for retrieval of information
36.08.04.03 Interpret descriptive statistics for marketing decision-making

36.08.05.0 Report information

Key Indicators-Specialty:

36.08.05.01 Write marketing reports
36.08.05.02 Present report findings and recommendations

36.08.06.0 Use marketing planning

Key Indicators-Specialty:

36.08.06.01 Identify considerations in implementing global marketing strategies
36.08.06.02 Explain the concept of market and market identification
36.08.06.03 Define customer profile
36.08.06.04 Select target market
36.08.06.05 Explain the role of situational analysis in the marketing-planning process
36.08.06.06 Conduct Student Weaknesses Opportunities Trusts (SWOT) analysis for use in marketing planning process
36.08.06.07 Develop marketing plan
36.08.06.08 Monitor marketing conditions
36.08.06.09 Describe measures used to control marketing planning
36.08.06.10 Explain the nature of marketing plans
36.08.06.11 Conduct marketing audits

Key Indicators-Foundation:

36.08.06.12 Explain the concept of marketing strategies
36.08.06.13 Analyze market segmentation and its role in the marketing plan
36.08.06.14 Evaluate performance of marketing plan
36.08.06.15 Identify current trends in marketing and their effects on business operations

36.09.00.0 Pricing

36.09.01.0 Explain the nature and scope of pricing

Key Indicators-Specialty:

36.09.01.01 Explain the nature and scope of the pricing function
36.09.01.02 Describe the role of business ethics in pricing
36.09.01.03 Explain the use of technology in the pricing function
36.09.01.04 Explain legal considerations for pricing

36.09.02.0 Determine prices

Key Indicators-Specialty:

36.09.02.01 Explain factors affecting pricing decisions
36.09.02.02 Select approach for setting a base price (e.g., cost, demand, competition)
36.09.02.03 Determine cost of product (e.g., breakeven, ROI, markup)
36.09.02.04 Calculate break-even point
36.09.02.05 Identify strategies for pricing new products (e.g., for imitative new products, for innovative new products)
36.09.02.06 Select product-mix pricing strategies (e.g., product line, option-product, captive-product, by-product, product bundle)
36.09.02.07 Determine discounts and allowances that can be used to adjust base prices
36.09.02.08 Use psychological pricing to adjust base prices
36.09.02.09 Select promotional pricing strategies used to adjust base prices
36.09.02.10 Determine geographic pricing strategies to adjust base prices
36.09.02.11 Identify segmented pricing strategies that can be used to adjust base prices
36.09.02.12 Set prices
36.09.02.13 Adjust prices to maximize profitability

36.10.00.0 Product/Service Management

36.10.01.0 Explain the nature and scope of product/service management

Key Indicators-Specialty:

36.10.01.01 Explain the nature and scope of the product/service management function
36.10.01.02 Identify the impact of product life cycles on marketing decisions
36.10.01.03 Describe the use of technology in the product/service management function
36.10.01.04 Explain business ethics in product/service management

36.10.02.0 Explain quality assurances

Key Indicators-Specialty:

36.10.02.01 Describe the uses of grades and standards in marketing
36.10.02.02 Explain warranties and guarantees
36.10.02.03 Identify consumer protection provisions of appropriate agencies

36.10.03.0 Determine product/service mix

Key Indicators-Specialty:

36.10.03.01 Explain the concept of product/service mix
36.10.03.02 Describe the nature of product/service bundling
36.10.03.03 Plan product/service mix
36.10.03.04 Determine services to provide customers

36.10.04.0 Explain positioning and branding

Key Indicators-Specialty:

36.10.04.01 Describe factors used by marketers to position products/businesses
36.10.04.02 Explain the nature of branding
36.10.04.03 Explain co-branding and its impact on positioning
36.10.04.04 Explain the role of customer service in positioning/image
36.10.04.05 Develop strategies to position product/business

36.11.00.0 Promotion

36.11.01.0 Explain the nature and scope of promotion

Key Indicators-Specialty:

36.11.01.01 Explain the communication process used in promotion
36.11.01.02 Explain the role of promotion as a marketing function
36.11.01.03 Explain the types of promotion
36.11.01.04 Identify the elements of the promotional mix
36.11.01.05 Describe the use of business ethics in promotion
36.11.01.06 Describe the use of technology in the promotion function
36.11.01.07 Describe the regulation of promotion

36.11.02.0 Assess external marketing services

Key Indicators-Specialty:

36.11.02.01 Identify the types of external advertising (e.g., sales promotion, direct marketing, public relations, marketing research, product/package/interactive design)
36.11.02.02 Determine the role of external marketing services
36.11.02.03 Identify service providers
36.11.02.04 Recommend service provider strategies

36.11.03.0 Use advertising

Key Indicators-Specialty:

36.11.03.01 Explain the types of advertising media
36.11.03.02 Explain components of advertisements
36.11.03.03 Write promotional messages that appeal to targeted markets
36.11.03.04 Explain the nature of direct advertising strategies
36.11.03.05 Describe considerations in using databases in advertising
36.11.03.06 Develop media strategies
36.11.03.07 Calculate media costs
36.11.03.08 Select advertising media
36.11.03.09 Buy advertisements
36.11.03.10 Evaluate effectiveness of advertising
36.11.03.11 Identify opportunities for cooperative partnerships

36.11.04.0 Use web site as a marketing tool

Key Indicators-Specialty:

36.11.04.01 Create web site
36.11.04.02 Develop web site design/components
36.11.04.03 Develop web site strategies
36.11.04.04 Evaluate web site effectiveness
36.11.04.05 Update web site
36.11.04.06 Identify global and legal implications of web site marketing

36.11.05.0 Use direct marketing

Key Indicators-Specialty:

36.11.05.01 Explain the types of direct marketing
36.11.05.02 Analyze the use of direct marketing
36.11.05.03 Develop a direct marketing plan
36.11.05.04 Identify legal parameters in direct marketing

36.11.06.0 Use publicity/public relations

Key Indicators-Specialty:

36.11.06.01 Write a news release
36.11.06.02 Develop media relations
36.11.06.03 Create reputation management strategies
36.11.06.04 Analyze costs/benefits of company participation in community activities
36.11.06.05 Develop a public relations plan
36.11.06.06 Assess new technologies
36.11.06.07 Develop crisis management plan

36.11.07.0 Develop sales promotions

Key Indicators-Specialty:

36.11.07.01 Design frequency marketing program
36.11.07.02 Analyze use of specialty promotions
36.11.07.03 Develop a sales promotion plan

36.11.08.0 Manage promotion

Key Indicators-Specialty:

36.11.08.01 Explain the nature of a promotional plan
36.11.08.02 Coordinate activities in the promotional mix
36.11.08.03 Use past advertisements to aid in promotional planning
36.11.08.04 Prepare promotional budget
36.11.08.05 Manage promotional allowances
36.11.08.06 Develop promotional plan for a business

36.12.00.0 Selling

36.12.01.0 Explain the nature and scope of selling

Key Indicators-Specialty:

36.12.01.01 Explain the nature and scope of the selling function
36.12.01.02 Explain role of customer service as a component of selling strategy
36.12.01.03 Explain key factors in building a clientele
36.12.01.04 Explain company selling policies
36.12.01.05 Explain business ethics in selling
36.12.01.06 Describe use of technology in the selling function
36.12.01.07 Describe nature of selling regulations

36.12.02.0 Analyze product/service knowledge

Key Indicators-Specialty:

36.12.02.01 Acquire product/service information for use in selling
36.12.02.02 Analyze product/service information to identify product features and benefits

36.12.03.0 Use selling process/techniques

Key Indicators-Specialty:

36.12.03.01 Explain the selling process
36.12.03.02 Prepare for the sales presentation
36.12.03.03 Establish relationship with client/customer
36.12.03.04 Address needs of individual personalities
36.12.03.05 Determine customer/client needs
36.12.03.06 Identify customer's buying motives
36.12.03.07 Facilitate customer buying decisions
36.12.03.08 Differentiate between consumer and organizational buying behavior
36.12.03.09 Assess customer/client needs
36.12.03.10 Recommend specific product
36.12.03.11 Demonstrate product
36.12.03.12 Prescribe solution to customer needs
36.12.03.13 Convert customer/client objections into selling points
36.12.03.14 Demonstrate negotiation skills
36.12.03.15 Develop a sales proposal including legal terms and conditions
36.12.03.16 Close the sale
36.12.03.17 Demonstrate suggestion selling
36.12.03.18 Sell goods/services/ideas to individuals
36.12.03.19 Sell goods/services/ideas to groups
36.12.03.20 Plan follow-up strategies utilized in selling techniques

36.12.04.0 Use support activities

Key Indicators-Specialty:

36.12.04.01 Calculate miscellaneous charges
36.12.04.02 Process sales documentation
36.12.04.03 Prospect for customers
36.12.04.04 Create sales letters, product descriptions, and sales materials
36.12.04.05 Demonstrate sales presentation skills
36.12.04.06 Create a presentation software package to support sales presentation
36.12.04.07 Use presentation software to develop sales support presentations (e.g., presentation software)

36.12.05.0 Manage selling activities

Key Indicators-Specialty:

36.12.05.01 Plan strategies for meeting sales quotas
36.12.05.02 Analyze sales reports
36.12.05.03 Explain the nature of sales forecasts
36.12.05.04 Forecast sales
36.12.05.05 Analyze the marketing dynamics that affect sales
36.12.05.06 Assess customer relations management strategies
36.12.05.07 Explain the nature of sales management
36.12.05.08 Explain the nature of sales training
36.12.05.09 Analyze technology for use in the sales function
36.12.05.10 Develop a sales force incentive plan
36.12.05.11 Develop a sales plan including strategies for meeting sales quota

36.13.00.0 Related Business Skills: Technology

36.13.01.0 Analyze the role of technology in business

Key Indicators-Foundation:

36.13.01.01 Explain the benefits and drawbacks of technological advancements
36.13.01.02 Research future trends in technology
36.13.01.03 Determine current technology needs for various types of businesses
36.13.01.04 Identify the impact of technology on business
36.13.01.05 Integrate technology into every applicable business process
36.13.01.06 Use technological tools (e.g., graphic design, advanced internet skills)

36.13.02.0 Reproduce documents

Key Indicators-Foundation:

36.13.02.01 Determine best reprographic method for given jobs
36.13.02.02 Maintain reprographic equipment
36.13.02.03 Select paper according to reprographic requirements
36.13.02.04 Troubleshoot equipment problems

36.13.03.0 Create spreadsheets for business applications

Key Indicators-Foundation:

36.13.03.01 Gather information needed to create usable spreadsheet files according to company needs
36.13.03.02 Follow written and/or oral instructions and specifications for preparing spreadsheets
36.13.03.03 Integrate spreadsheet files with other application software
36.13.03.04 Perform special spreadsheet functions (e.g., products, summations, percentages)

36.13.04.0 Create databases for business applications

Key Indicators-Foundation:

36.13.04.01 Gather information needed to create usable database files according to company needs
36.13.04.02 Follow written and/or oral instructions and specifications for preparing databases
36.13.04.03 Integrate database files with other application software
36.13.04.04 Perform special database functions (e.g., merge, sort, purge, query, report)

36.13.05.0 Create word-processed documents for business applications

Key Indicators-Foundation:

36.13.05.01 Follow written and/or oral instructions and specifications for preparing word processing files
36.13.05.02 Create documents in accordance with established company format and style (e.g., letter, resumes, memorandums, newsletters, manuscripts, reports)
36.13.05.03 Integrate word-processing files with other application software
36.13.05.04 Perform special word-processing functions (e.g., borders, shading, columns, tables)

36.13.06.0 Perform desktop-publishing functions for business applications

Key Indicators-Foundation:

36.13.06.01 Create a document using desktop-publishing functions
36.13.06.02 Import data
36.13.06.03 Scan images
36.13.06.04 Produce a publication